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**TRANSMITTAL
FORM**

(to be used for all correspondence after initial filing)

Total Number of Pages in This Submission

8

Application Number

10/672,133

Filing Date

September 26, 2003

First Named Inventor

Stephen A. Ewald

Art Unit

3625

Examiner Name

Mark A. Fadok

Attorney Docket Number

EWAL-0002

ENCLOSURES (Check all that apply)☐

Fee Transmittal Form

☐

Fee Attached

☒

Amendment/Reply

☒

After Final

☐

Affidavits/declaration(s)

☒

Extension of Time Request

☐

Express Abandonment Request

☐

Information Disclosure Statement

☐

Certified Copy of Priority Document(s)

☐Reply to Missing Parts/
Incomplete Application☐Reply to Missing Parts
under 37 CFR 1.52 or 1.53☐

Drawing(s)

☐

Licensing-related Papers

☐

Petition

☐Petition to Convert to a
Provisional Application☐

Power of Attorney, Revocation

☐

Change of Correspondence Address

☐

Terminal Disclaimer

☐

Request for Refund

☐

CD, Number of CD(s) _____

☐

Landscape Table on CD

☐

After Allowance Communication to TC

☐Appeal Communication to Board
of Appeals and Interferences☐Appeal Communication to TC
(Appeal Notice, Brief, Reply Brief)☐

Proprietary Information

☐

Status Letter

☐Other Enclosure(s) (please identify
below):

Remarks

Enclosed is the Amendment/Reply to the Final Office Action dated March 17, 2008 (7 pages) and an Extension of Time (1 month).

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm Name

Woodcock Washburn LLP

Signature

/Lance D. Reich/

Printed name

Lance D. Reich

Date

July 8, 2008

Reg. No.

42,097

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:
Stephen A. Ewald

Confirmation No.: **6111**

Application No.: **10/672,133**

Group Art Unit: **3625**

Filing Date: **September 26, 2003**

Examiner: **Mark A. Fadok**

For: **System and Method For Purchasing Linked With Broadcast Media**

Mail Box AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

AMENDMENT PURSUANT TO 37 CFR § 1.116

In response to the Official Action dated **March 17, 2008**, reconsideration is respectfully requested in view of the amendments and/or remarks as indicated below:

- ☐ **Amendments to the Specification** begin on page of this paper.
- ☒ **Amendments to the Claims** are reflected in the listing of the claims which begins on page 2 of this paper.
- ☐ **Amendments to the Drawings** begin on page of this paper and include an attached replacement sheet.
- ☒ **Remarks** begin on page 5 of this paper.